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PROPOSAL

Allowing 5,000 copies of the K marter per store per issue, and assuming an average of, say, 250 stores during fiscal 1969, we have these budget options:

Issues per year	Cost per issue	Yearly budget
4	\$10,257	\$ 41,100
5	10,150	50,750
6	9,975	59,850
12	9,450	113,400

We would suggest an initial publication schedule of six issues per year, with twelve issues as a possible objective.

Issues of the K marter do not have to be spaced at exact intervals but can be scheduled to coincide with the start of selling seasons.